



world e-inclusion

a 360° perspective

For more information about
World e-Inclusion or to get involved visit:
<http://www.hp.com/e-inclusion/>



make it useful

a new strategy

World e-Inclusion is HP's new business strategy to broaden access to social and economic opportunities, and create new markets in developing countries.



make it significant

World e-Inclusion extends HP's business focus to traditionally excluded markets in

- in Africa
- in Asia
- in Central and Eastern Europe
- in Latin America

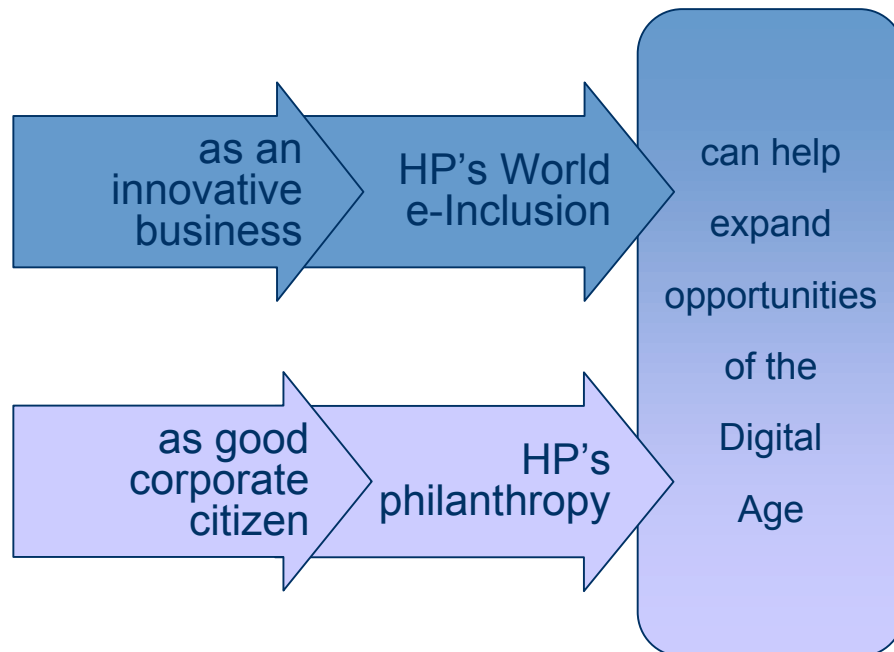
Together, these regions account for 4 billion of the world's poor—about two-thirds of the global population

a new focus

...World e-Inclusion is not about philanthropy.

With World e-Inclusion,
HP has made what was once
solely a citizenship objective
into a *business* objective, too.

doing well



Make it useful. Make it significant.

In that longstanding tradition of HP invention, World e-Inclusion established three abiding principles for its efforts.

It's about people

It's about partners

It's about sustainability

three principles

More than simply technology,
World e-Inclusion is about people
having access to information so that
they can make important choices in
their lives.

It's about people having access

- to health care
- to education
- and to income opportunities

Where they live, in their language,
and consistent to their culture.

It's about people





It's about partners

HP recognizes the need for extensive partnerships and participation in an ecosystem, not just unilateral action. HP's aim is to help create a global ecosystem, including

- companies
- governments
- development agencies
- non-profit organizations

All united by a commitment to the goals of World e-Inclusion.


HP is focused on sustainability
in all its dimensions.
If the solution is not sustainable,
it's not a solution.

Economically self-sustaining solutions
offer fair value to all participants.
Solutions that don't die out when the
donations dry up.

Sustainable solutions respect culture.
They preserve and enhance the
environment.

It's about sustainability





five solution areas

With World e-Inclusion,
HP is working to deliver solutions
to five areas of focus.

- **Health** diagnostic and consultative services
- **Education** basic literacy and vocational training
- Information based **e-jobs**
- **Access** to markets, crops, crafts, information products
- **e-money** to expand access to microcredit and other financial services

LINCOS

HP has entered into a strategic cooperation agreement with the Foundation for Sustainable Development of Costa Rica—led by former President Jose Maria Figueres Olsen—to develop and implement telecenters for villages in remote areas of the world.

“Little Intelligent Communities” (hence LINCOS) telecenters provide information technology equipment and high-speed Internet connection, targeting telemedicine, education, agriculture, micro-banking, access to world markets, and environmental monitoring.



Grameen Project

HP is pursuing a project with Professor Mohammed Yunus' Grameen Bank in Bangladesh.

The Grameen project targets the development of village telecenters with an initial focus on reducing infant mortality through telemedicine and developing efficient transfer of funds, especially for individuals and small businesses.

pilot program

India Research Operation

- In keeping with HP Labs charter to innovate for new markets, HP is creating an India Research Operation to deeply understand the confluence of relevant social, cultural, economic and technological drivers to generate innovations targeted at the world's developing economies.

The efforts of the India Research Operation will feed into and augment the HP World e-Inclusion effort.

pilot program

HP Labs China

A new HP lab in China plans to have a charter that focuses on the intersection of the Internet and 3G wireless. This collision of technologies will yield great opportunity for both World e-Inclusion and the emerging entrepreneurial small business community in China.

The rapid growth of infrastructure in China combined with the availability of low-cost computing and mobile technologies will create a crucible of innovation. By the very nature of the environment, World e-Inclusion will be key to the success of both HP and its partners.

pilot programs

TeltecGlobal (TTG) Telecenters

TeltecGlobal (TTG) Telecenters--HP and TTG have reached an agreement to work together to develop telecenters to provide services to underserved communities in Africa and Asia.

The agreement covers financing, HP technical education content, and access to the LINCOS system to connect these centers with telemedicine, agricultural services, and education for the rural poor.

pilot programs

Development MarketSpace

Development MarketSpace uses e-speak, HP's software technology that allows the dynamic and ad hoc discovery and interaction of e-services over the Internet.

The MarketSpace will connect individuals and groups in developing countries with investors and technical professionals who can help them design and implement solutions to their needs.

pilot programs

World e-Inclusion Web site

HP's World e-Inclusion web site offers "visits" to villages, e-commerce sales of handicrafts, and sponsorships.

The Web site also has an on-line forum and enables individuals and organizations to register and get involved in World e-Inclusion.

pilot programs



The
opportunity
of
World
e-Inclusion
is
limited
only
by
the
bounds
of
human
potential...



...of about 4 billion people



i n v e n t